

## **DRAFT (8-16-2004)**

### **Employer Satisfaction Project Guidelines**

1. An outline of the proposed *Employer Satisfaction Project* must be submitted to the governing board and the Commission for approval during the 2<sup>nd</sup> year of the cycle. Proposals will be reviewed by Commission staff and an ad hoc group of performance funding coordinators from both 4-year and 2-year institutions.

This proposal must include:

- Rationale: Describe how the survey will assess the needs/opinions of regional employers of recent alumni.
  - Sampling Plan: Describe the sampling procedures used to generate valid results. Institutions may conduct mail surveys, telephone surveys, focus groups, or elite interviews with recognized employers of recent graduates.
2. If institutions choose to administer a survey, then the survey must include the following items (using the response categories: excellent, good, fair, needs improvement, poor):
    - Written communication skills
    - Oral communication skills
    - Ability to work with others
    - Potential to lead or guide others
    - Problem-solving skills
    - Ability to understand and use technical information
    - Work ethic
    - Adaptability/Flexibility

If institutions do not administer a survey, and instead conduct focus groups or interviews, then the institution is not required to ask these exact questions, but should incorporate these themes into the research design.

3. The survey is to be implemented during the 3<sup>rd</sup> year of the cycle.

### **Employer Survey Scoring**

Full points for this standard will be awarded if institutions implement their surveys as approved and provide a preliminary analysis of the results to THEC and the governing boards.